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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/412,013	10/04/1999	Jonas Lowell Steinman	10153-003	9120
8791 7590 09/19/2007 BLAKELY SOKOLOFF TAYLOR & ZAFMAN 1279 OAKMEAD PARKWAY SUNNYVALE, CA 94085-4040			EXAMINER ALVAREZ, RAQUEL	
			ART UNIT 3622	PAPER NUMBER
			MAIL DATE 09/19/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
09412013	10/4/1999	STEINMAN ET AL.	10153-003

BLAKELY SOKOLOFF TAYLOR & ZAFMAN
1279 OAKMEAD PARKWAY
SUNNYVALE, CA 94085-4040

EXAMINER

Raquel Alvarez

ART UNIT	PAPER
3622	20070906

DATE MAILED:

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Commissioner for Patents

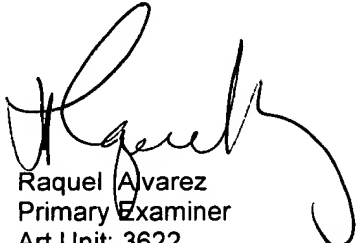
Attached please find IDS dated 7/15/03 and 10/06/2006.

THE EVIDENCE RELIED UPON ARE:

6,061,660 Eggleston et al. publication date 5/2000.

Dialog reference file #15, # 01794340, by Mark Gunther titled, " The Trouble with web advertising" Fortune V139n7 pp 147-148, April 12, 1999.

The case will be returned to the Board of Appeals for decision.


Raquel Alvarez
Primary Examiner
Art Unit: 3622